

The More You Give, the More You Get

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Europeana constructed a [Publishing Framework](#) (video) together with its contributing cultural heritage institutions to be more explicit about the possible returns of opening up data and delivering better quality. This framework has been translated and implemented across Europe to help institutions understand the benefits of being able to open up their data. A couple of case studies from the museum, archive and library world will be used to illustrate the results of adopting a more open approach, covering both the positive and the negative.



Europeana Publishing Framework

Here you see how the different tiers of the publishing framework work. In this example we use images. For video, audio, text and 3D, please see the Europeana Publishing Framework Appendix.

TIER	DIRECT LINK TO OBJECT PROVIDED	RIGHTS STATEMENTS	EUROPEANA API DISPLAYS	BENEFITS (CUMULATIVE)
1 Europeana as a search engine . <i>'I want people to find my collections'</i>	No	Any from the Europeana licensing Framework	Metadata, no direct link to object	Findability - indexed by search engines, linked data technology Web traffic - click-throughs to your site Analytics - from our statistics dashboard
2 Europeana as a showcase . <i>'I want people to find and view my collections on Europeana'</i>	Yes. Minimum of 800+ pixels wide	Any from the Europeana licensing Framework	Metadata plus direct link to object	Use in thematic channels - providing context and relation to other collections on Europeana More marketing through Europeana
3 Europeana as a distribution platform for non-commercial re-use. <i>'I want people to find, view and use my collections - but not for commercial gain'</i>	Yes. Minimum of 1,200+ pixels wide recommended	Any from the Europeana licensing framework that allow for some re-use	Metadata plus direct link to object and can filter to show only re-usable objects	Impressions - collections viewed on platforms outside of Europeana Use in Europeana's existing partnerships and projects in e.g. education and research Use in apps and services by third parties
4 Europeana as a free re-use platform . <i>'I want people to find, view and use my content - however they want'</i>	Yes. Minimum of 1,200+ pixels wide recommended	Any from the Europeana licensing framework that allow free and open access	Metadata plus direct link to object and can filter to show only re-usable	Use on open platforms like Wikimedia Use by creative industry and tourism sectors Use in commercial apps and services